

To: Kecney, David  
From: Campbell, Judy  
Edited: 3/19/98 9:37  
Subject: SUPERMARKET PROMO #800220

HI DAVE,

REMINDER - I WILL NEED YOUR STORE LISTS (PER MY LETTER OF 3/10/98)  
BY FRIDAY, 3/20/98, IN ORDER TO PLACE DISPLAY ORDERS AND FORWARD  
CORRESPONDENCE TO REGION PERSONNEL.

THANKS,  
JUDY

P.S. DIDN'T 'A. KEENEY' FINISH AHEAD OF YOU LAST YEAR TOO??

VM  
Need add  
stores display  
allocations  
580 Commitment  
420 Used

51861 0921

**DORAL Supermarket Promotions - Second Quarter**

Region	Chain	# Stores	# DORAL SKUs
1100 Boston	Hannaford Brothers	150	300
1600 Buffalo	Tops	68	136
1645	Finast	44	88
1645	Vix	11	22
1642	Bi-Lo	70	140
1642	Big Bear	83	166
1642	Quality	43	86
1642	P & C	65	130
1642	Insalaco	29	58
1700 Pittsburgh	Riser Foods	38	76
	Giant Eagle	50	100
	Giant Foods	80	160
	Weis Markets	150	300
1800 Cincinnati	Marsh	85	170
<b>Total NESA</b>		<b>966</b>	<b>1,932</b>
2100 Winston-Salem	Bi-Lo	257	514
	Ingle's	198	396
	Food City	66	132
	Lowes	56	112
	Food Lion	898	1,796
2200 Atlanta	Bruno's	45	90
2900 Richmond	Farm Fresh	36	72
<b>Total SSA</b>		<b>1,556</b>	<b>3,112</b>
5400 S. California	Von's	335	670
5600 Seattle	Albertson's*	0	0
	Safeway-Seattle	176	352
	Safeway-Denver	114	228
	Safeway-Portland	105	210
	Safeway-Phoenix	80	160
5800 Houston	H. E. Butt	230	460
<b>Total WSA</b>		<b>1,040</b>	<b>2,080</b>
6200 Chicago	Fareway	65	130
	Hy-Vee	168	336
6600 Denver	Dillons	66	132
	Dillons-Gerbes	22	44
	Consumer Bogarts	42	84
	Town & Country	45	90
	Ramey's	30	60
	Bakers	19	38
	Sixth Street Markets	12	24
	United Supermarkets	24	48
	Beachlers	6	12
	No Frills	9	18
	B & F Foods	11	22
	Smitty's	8	16
	Woods	8	16
	Super H	11	22
	Bratain Foods	10	20
6700 Detroit	Meijer	57	114
	Sun Mgmt.	14	28
6900 St. Louis	Kroger Nashville	80	160
	Dierbergs	16	32
	Niemann	24	48
	Shop'n Save	32	64
<b>Total MWSA</b>		<b>779</b>	<b>1,558</b>
<b>TOTAL</b>		<b>4,341</b>	<b>8,682</b>

\* Albertson's (950 stores) participating in DORAL promotions second quarter - TBD  
 Minneapolis Region - Supermarket Chains not participating.

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rjl001/ccc  
 1/13/98